

## GCSAA's Mona to serve on golf steering committee

ST. AUGUSTINE, Fla. — Golf Course Superintendents Association of America (GCSAA) Chief Executive Officer Steve Mona has been selected to serve on the Golf 20/20 steering committee executive board with golf association executives Jim Awtry (PGA of America), Joe Beditz (National Golf Foundation), David Fay (USGA), Tim Finchem (PGA Tour), Mike Hughes (National Golf Course Owners Association) and Ty Votaw (LPGA).

The World Golf Foundation and the National Golf Foundation are hosting the first Golf 20/20 conference, Nov. 17-19 at the World Golf Hall of Fame here. The fundamental principle behind the event is that golf is good for society, and accelerating the growth of the game will

### SANFORD DESIGN OPENS IN SOUTHERN FLA.

VERO BEACH, Fla. — The Links at Pointe West Golf Club, a John Sanford design, has completed at the end of April. The 18-hole, 6,920-yard daily-fee course is located on 210 acres just east of Interstate 95. Pointe West forms the perimeter of a Traditional Neighborhood Development (TND), complete with a town center, schools, shopping, etc. The course itself features a golf school, five sets of tees and 40 acres of lakes. The development also features equestrian and polo facilities. Quality Grassing & Services of Lithia is the course contractor. Construction included 700,000 cubic yards of earthwork.

not only improve business, but also the quality of life for those who are introduced to its positive values. The mission is to bring the golf industry together to address the future of the game in a strategic manner, with an emphasis on growth in the next 20 years and creating new avenues of access.

Also on the 35-person steering committee are GCSAA members Ken Edwards (business manager of Deere and Company), Michael Hoffman (vice-president and general manager of The Toro Co.), Michael Hurdzan (golf course architect) and Phil Tralies (president of Textron Turf Care And Specialty Products).

Mona was also recently elected to a two-year term to the NGF board of directors, while Hoffman was elected NGF secretary/treasurer.

"The selection of the GCSAA CEO and other executives within the golf course management industry to key leadership positions in the sport is significant," said GCSAA President Scott Woodhead. "Our fig-

ures indicate golf course maintenance, construction and design expenditures approach \$8 billion on an annual basis. This sector of the golf industry has a vested interest and can offer valuable input for sustained growth of the game. I believe it also says something about the respect the industry has for Steve Mona and his leadership abilities."

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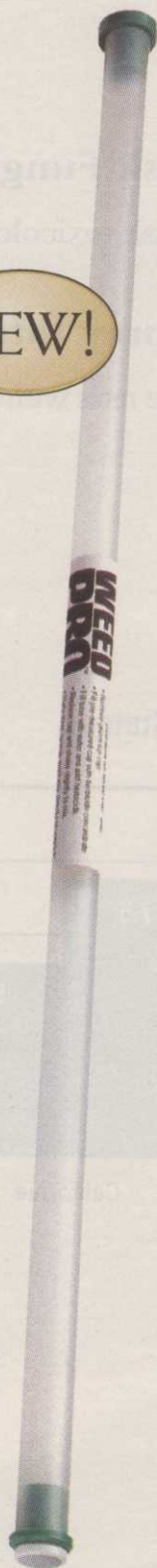
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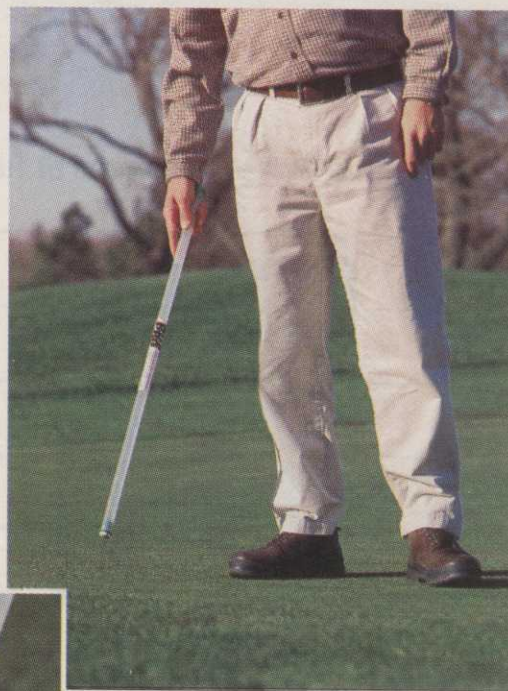
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